

ST-28 Cont. 2



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Steven M. Schein et al.
 Application No. : 09/810,324 Confirmation No.: 9059
 Filed : March 16, 2001
 For : SYSTEMS AND METHODS FOR LINKING
 TELEVISION VIEWERS WITH ADVERTISERS AND
 BROADCASTERS
 Group Art Unit : 2611
 Examiner : Hai V. Tran

New York, New York 10020
 January 17, 2006

Mail Stop RCE
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, Virginia 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97,
 applicants hereby make the following references of record
 in the above-identified patent application:

U.S. Patent Documents

Hendricks et al.	5,559,549	09/24/96
Schulhof et al.	5,572,442	11/05/96
Miller et al.	5,585,866	12/17/96
Knee et al.	5,589,892	12/31/96
Kostreski et al.	5,635,979	06/03/97
Aristides et al.	5,657,072	08/12/97
Morales	5,663,757	09/02/97
Metz et al.	5,666,293	09/09/97
Matthews, III et al.	5,677,708	10/14/97

Herz et al.	5,758,257	05/26/98
Klosterman et al.	5,940,073	08/17/99
Schein et al.	6,002,394	12/14/99
Legall et al.	6,005,565	12/21/99
Herz et al.	6,020,883	02/01/00
Marshall et al.	6,072,460	06/06/00
Skillen et al.	6,098,065	08/01/00

The aforementioned documents are listed on the accompanying Form PTO/SB/08 (submitted in duplicate). Pursuant to 37 C.F.R. § 1.98(a)(2), no copies of the U.S. Patent documents accompany this Supplemental Information Disclosure Statement.

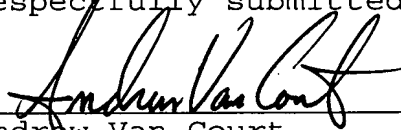
It is respectfully requested that these references be (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08, as considered and initialed by the Examiner, be returned with the next communication.

This Supplemental Information Disclosure Statement is being submitted with the filing of a request for continued examination under 35 C.F.R. § 1.114 and before an action subsequent to the request for continued examination that closes prosecution. Therefore, in accordance with 37 C.F.R. § 1.97(a)(4), submission of this Statement requires no fee. However, if for any reason a fee is due, the Director is hereby authorized to charge payment of any fees required in connection with this Statement to Deposit Account No. 06-1075 (Order

No.: 004031.0028). A duplicate copy of this Statement is transmitted herewith.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,



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PTO-SB-08 (10-01)

Approved for use through 10-31-2002. OMB 0651-0031

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Substitute for Form PTO-1449 INFORMATION DISCLOSURE STATEMENT BY APPLICANTS (use as many sheets as necessary)				Complete if known		
				Application Number	09/810,324	
Sheet		1	of	1	Filing Date	March 16, 2001
					First Named Inventor	Steven M. Schein
					Art Unit	2611
					Examiner Name	Hai V. Tran
					Attorney Docket Number	ST-28 Cont. 2

U.S. PATENT DOCUMENTS					
Examiner initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Documents	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
		5,559,549	09-24-1996	Hendricks et al.	
		5,572,442	11-05-1996	Schulhof et al.	
		5,585,866	12-17-1996	Miller et al.	
		5,589,892	12-31-1996	Knee et al.	
		5,635,979	06-03-1997	Kostreski et al.	
		5,657,072	08-12-1997	Aristedes et al.	
		5,663,757	09-02-1997	Morales	
		5,666,293	09-09-1997	Metz et al.	
		5,677,708	10-14-1997	Matthews, III et al.	
		5,758,257	05-26-1998	Herz et al.	
		5,940,073	08-17-1999	Klosterman et al.	
		6,002,394	12-14-1999	Schein et al.	
		6,005,565	12-21-1999	Legall et al.	
		6,020,883	02-01-2000	Herz et al.	
		6,072,460	06-06-2000	Marshall et al.	
		6,098,065	08-01-2000	Skillen et al.	

FOREIGN PATENT DOCUMENTS						
Examiner initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Documents	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ¹ - Number ² - Kind Code ³				

NON PATENT LITERATURE DOCUMENTS			
Examiner initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and-or country where published	T ⁶

Examiner Signature		Date Considered	
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All References Have Been Considered: _____
Examiner

* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

¹ Applicants' unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicants are to place a check mark here if English language translation is attached.